

California State Library
Library Development Services Bureau

COPY

Cultural Crossroads Pilot Grant Application
2004/05

10-10
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This duplicate of a previously funded application is intended for reference only.

1. Applicant Jurisdiction: Watsonville Public Library
2. Library Branch (if applicable): _____
3. Address Line #1: 310 Union Street
4. Address Line #2: _____
5. City Watsonville Zip Code: 95076-4607
6. Project Contact Person: Carol Heitzig
7. Telephone: 831.728.6040 Email: cheitzig@ci.watsonville.ca.us
8. Name of Partnering Ethnic Cultural Entity: The Museum of Art & History
9. Name of Director of Partnering Entity: Paul Figueroa
10. Address Line 1: 705 Front Street
11. Address Line 2: _____
12. City: Santa Cruz Zip Code: 95060-4508
13. Telephone #: 831.429.1964 Email: director@santacruzmah.org
14. Please list the single underserved ethnic group you plan to target under this project:

We will be targeting the Latino population. Due to the multicultural diversity in Watsonville we will also be drawing on the other ethnic groups as we explore a relationship with the Museum of Art and History.

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15. Please provide demographic data on your library service area (population, poverty level, age), and data on the ethnic group targeted (including size, percentage of total population served, age, etc.).

At the time of the 2000 census, the City of Watsonville had a population of 44,265. During the time between the 1990 and 2000 census, the population of Watsonville increased by 42%, while the increase in the state's population during the same period was 13.9%. The City of Watsonville now has a population of over 47,000. 75% of whom are of Hispanic origin. Of this group, 30% are under 18 years of age. 15.4% of the families and 19.1% of individuals in Watsonville live below the poverty level. As a result of these figures, the City of Watsonville is a federally designated "Enterprise Community" and the area surrounding the library is an "Enterprise Zone".

The Library and the City have long recognized that the Hispanic population provides a rich background to this ethnically diverse community. Watsonville is a growing community with increased needs in all areas – including library services and outreach services to new members of the community.

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16. Please describe your existing relationship with the ethnic cultural entity with whom you will be establishing a joint venture. Include how long the relationship has been in place, and those goals shared by both the library and the ethnic cultural entity.

The goals of the Santa Cruz Museum of Art and History are to expand and strengthen educational offerings to South County residents and to design programs that target family audiences. The goals of the Watsonville Public Library include providing a place where people of all ages can come to gather, learn and celebrate our multi-cultural community. With the library's commitment to providing programming for people of all ages and the museum's interest in designing programs for family audiences – it seems logical that the goals of both entities can be met by collaborative efforts.

While our relationship with the museum is fairly new, it is an exciting and vibrant one. In September 2003 the Watsonville Public Library (WPL) and the Santa Cruz Museum of Art and History (MAH) forged a partnership to provide cultural experiences to South County residents that may not normally be available outside of North Santa Cruz County. The shared goals for this project included strengthening or creating ties between North and South Santa Cruz County, specifically the City of Watsonville, providing increased learning experiences for museum and library constituents alike by combining the strengths of both institutions, and sharing our riches of staff, collections, and services in way that captivate and respect our many audiences.

Both institutions are committed to providing programming designed to establish the connections between art, history and literature within a broad cultural and historical context. A program highlighting the museum's exhibition *Latin American Graphics: The Evolution of identity from the Mythical to the Personal* was a perfect starting place.

The partnership began with a meeting with MAH Director, WPL Director, Principal Librarian, Young Adult Librarian, and MAH Education Director. The museum educator Wendy Abelmann and Watsonville Library's Young Adult Librarian Meghan Kelly then joined forces to coordinate and design a print-making lesson and workshop highlighting the Museum's up-coming exhibition. The workshop focused on providing the Watsonville Library's primarily Latino and Hispanic audience with exposure to the work of contemporary Latino artists as well as an opportunity to create art in the form of monoprints, which would become part of the museum's exhibit. The museum's staff created a flyer for advertising this joint event that was then translated by library staff and distributed at the library and around the City of Watsonville. (See attachment 1). Interested parties registered for the upcoming program at either branch of the Watsonville Library system.

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In mid-November of 2003, artist Susana Arias conducted the workshop, "Monoprint Mania." Families gathered eagerly in the library classroom for a presentation on Latin American artists featured in the MAH exhibit, which included lessons on printmaking and how to mix paint colors. Then it was time for creating! Brushes were put in motion and images began to emerge as the workshop participants created posters that highlighted dancing butterflies, the tropics of Puerto Rico and vignettes of their Mexican heritage. All pieces were then turned into monoprints by using a specialized vacuum-system process that was taught to the workshop participants. (See attachment 2).

The fifty participants from Watsonville were invited to a special artists' reception at the Museum of Art and History in Santa Cruz, followed by a family festival sponsored by MAH. When the Watsonville artists entered the museum, they were greeted by the art pieces produced during this workshop - framed and prominently exhibited in MAH's gallery on the first level of the Museum - a highly sought after display area. In highlighting the Watsonville family creations in a prime gallery space, at the entrance of the Museum, a deliberate message was sent - the library/museum partnership is important to both entities and the work produced by the people of Watsonville is worthy of such a significant location. It also made it clear to Watsonville library patrons that the museum wants them to feel welcomed and comfortable and to have a good time at "their" Museum.

The value of the partnership was also made clear by the bus transportation from the library to the museum on the day of the opening in January 2004, provided for the participants by the Museum of Art and History. MAH and the WPL also worked together to purchase books related to the topic of the exhibit and created a resource center in the exhibit area where families could learn more about the countries of Latin America that were represented in the displayed art work. Additionally, library staff created storyboards with pictures from the workshop and exhibition to highlight the partnership for the library community. These storyboards were displayed in the library with supporting materials on the cultures, art, and history of Latin America.

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After having such a successful collaboration, staff from the two institutions met again in March of 2004 to begin planning for a summer project based on MAH's exhibit, **"Big and Bold: American Graphic Art from the Anderson Collection and the Fine Arts Museums of San Francisco."** Once again, the Young Adult Librarian from WPL and the Education Director from MAH met to collaborate on the project. In July 2004, the library will present the program **"Pop Art and Banana Splits"** to introduce the artists from the exhibition and the history of this particular artistic style, as well as prepare participants for creating their own section of a composite piece two days later at the **"Wild Books"** workshop. (See attachment 3). Workshops will be held at the WPL and the resulting artwork – a large pop art mural highlighting the meaning of books in our lives - will be displayed at MAH with an opening reception at the museum and a satellite exhibit with supporting library materials at the Watsonville Public Library.

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17. Please describe the anticipated benefits your library hopes to achieve through the potential joint venture, and the potential benefit to the ethnic cultural entity.

Santa Cruz County is not very large. Encompassing an area of 445 square miles, Watsonville and the City of Santa Cruz are about 15 miles apart. For some residents of Watsonville, that distance might as well be 1,000 miles. The opportunity to bridge that distance and bring two communities closer by using art and its universal appeal as the agent in doing so will be an enormous benefit to both agencies. The on-going collaboration between the museum and the library opens a line of communication along cultural lines between the north and south county citizens.

A joint venture agreement between the Watsonville Public Library (WPL) and The Museum of Art & History (MAH) will increase awareness in the county of both institutions as valuable cultural and educational resources, raise visibility among their constituents and help to better meet the cultural needs of the larger community. Establishing a joint venture agreement will insure a continued partnership, regardless of staffing changes at either institution. The community will benefit from this venture by the establishment of a partnership that will provide quality art programs in a community where many of the art programs have been eliminated from the local schools' curricula.

Potential benefits for the library include establishing a process for creating cultural programs at the library, better access to artists connected to the museum and other partnering organizations for programming, and the use of the designer on staff at the museum for creation of flyers and posters for publicity purposes. A joint venture would provide an opportunity to build cultural pride and the incentive to incorporate cultural groups from the Watsonville community into program planning, resulting in more successful programs. The library would also benefit by building on the city motto of "Opportunity through diversity; unity through cooperation," by creating a forum for community cultural groups to share.

The Museum of Art and History will benefit from a joint venture agreement by having an assured partner in expanding the community served by the museum. MAH will have the benefit of the library's translation services for materials related to joint venture projects as well as access to librarians' expertise in selecting print materials to support exhibits. With the Watsonville Public Library's family approach – the library facilitates whole families coming to the museum as opposed to just children – the museum can also reach its ultimate goal of developing life-long learners.

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Other community groups will also benefit from this venture through possible opportunities to share their cultural heritage with the entire community as additional partners in the library's and the museums efforts to celebrate all of the ethnically diverse parts of the Watsonville community. A joint venture will also provide a venue and financial support for cultural programming for less financially stable ethnic cultural groups and lead to applying for future grants that seem appropriate for the continuing viability of this partnership.

18. Please describe your plans for promoting the resulting new programming to the targeted community, and your community at large?

To begin a promotion of a new joint venture project, we will have a celebration kick off event for the entire Watsonville community. Logos for both entities will be included on all publicity for partnership programs, as well as appropriate credit to the LSTA grant that funds the project. Programs will be publicized directly to other ethnic cultural organizations in the area that may then relay this information to their members via established newsletters, etc. Flyers will be designed by MAH staff and translated into Spanish by library staff. Flyers will be distributed in the libraries, schools, youth centers, family resource centers, the Watsonville campus of Cabrillo College, and through booths at city events attended by the library staff.

Information about the joint venture and the ensuing programs will also be publicized throughout the city in the city newsletter **Our Town** that is sent to all residents as well as through notices in city utility bills. Programs will be advertised on the City's governmental channel as part of the **Watsonville Magazine** program. Watsonville Magazine is filmed monthly and contains information about services & programs offered by the City.

Press releases will also be sent to local newspapers and radio stations including Spanish language media. Spanish Language ads will be placed in the widely read paper, **La Ganga**.

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19. Please provide your anticipated timeline of activities to occur under this project.

The Watsonville Public Library in partnership with the Museum of Art and History plans to conduct six programs beginning in October 2004. We will hold approximately one program every other month through the funding date of August 2005. The first program planned will occur in October 2004 and may also include the Pajaro Valley Arts Council and their annual Dia de los Muertos exhibit. The project will include an art workshop held at the library, an altar at MAH with contributions of art and writing from the workshop, and a display at the Watsonville Library with supporting print materials for each part of the program. The writing component of the workshop will encourage the commemoration of family members and the sharing of stories of celebration. Transportation to and from the museum to view the resulting exhibit will be provided for the workshop participants.

The December program will relate to the Museum of Art and History's Pre Columbian Art exhibit, and will be modeled after current successful programs while expanding publicity to reach a broader audience. The following four programs will be planned with the input from a variety of community groups, taking into account relevance to each specific group. While the main partnership is between WPL and MAH, we plan to include as many ethnic cultural groups as possible in the resulting programming. We have decided to run the project in this way because many of the groups in this community do not have a structured organization capable of committing to a joint venture. Yet, we want to promote the positive aspects of the diversity in our community by including all ethnic groups interested in participating.

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A significant project supported by the joint venture will be the creation of themed trunks or traveling exhibits which will include reproductions of historic objects, books, videos and lesson plans to be cataloged by the library and checked out from the library by local teachers and community groups. The project, currently in existence at MAH for over ten years, is successfully used by Santa Cruz teachers and will be renovated by library and museum staff to relate directly to the cultural groups in the Watsonville area with a unique focus on families. This project can begin in September 2004 with an inventory of the museum's existing trunks. The trunks that apply to Watsonville, for example the Japanese American experience in the Monterey Bay, will be revised and made available through the Watsonville Library for checkout. As the cultural programs take place at the library, related trunks will be created in collaboration with other ethnic cultural groups. Some possibilities for new trunks are: Agriculture in the Pajaro Valley, Life of a Californio family, My family - celebrates Dia de los Muertos, and Immigrants to Watsonville (Portuguese, Slavic, Japanese, etc.). As the trunks are revised and created, they will be cataloged and made available for circulation to teachers, community groups and the general public. With the cultural crossroads grant, it would be possible to expand the trunk project with additional materials to make them relevant to young adults in the age range of 15 – 18.

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20. Budget Summary

	LSTA (1)	Other funds (2)	In-kind (3)	Total (4)
a. Salaries and benefits	\$0	\$0	\$8,750	\$8,750
b. Library materials	\$6,900	\$0	\$0	\$6,900
c. Operation	\$15,244	\$0	\$2,600	\$17,844
d. Equipment (5k/unit)	\$0	\$0	\$0	\$0
e. Total for objectives	\$22,144	\$0	\$11,350	\$33,494
f. Indirect cost	\$2,856	\$0	\$0	\$2,856
g. Total	\$25,000	\$0	\$11,350	\$36,350

21 Narrative Support for Budget. (Please provide information and a brief explanation regarding the intended use of the funds requested for salaries and benefits, materials, and operations.)

a. Salaries and benefits

In-kind –

Librarian, 240 hrs @ \$20/hr.....4800

(6 programs @ 40hrs per program)

MAH educator, 120hrs @ \$20/hr.....2400

Translation, 30hrs @ \$20/hr.....600

(flyers and press releases)

Flyer design, 30hrs @ \$20/hr.....600

Design for six flyers/posters

Cataloging, 10hrs @ \$20/hr..... 200

Various staff (clerical), 10hrs @ \$15/hr150

Total:\$8750

b. Library materials

LSTA –

Books for workshops and exhibits to be added to collection
after use. \$250 per workshop – six workshops..... 1500

Trunks – six trunks @ \$100 each 600

Trunk contents –

Books and media - 6 trunks @ \$300 each 1800

Objects of art and history - 6 trunks @ \$500 each 3000

Total:\$6,900

Continued on next page

b. Operation
LSTA –

Publicity	
La Ganga ads 12 @ \$100 each.....	1200
Pajaronian ads 6 @ \$100 each.....	600
Flyer posters	
20 for each of six workshops.....	800
Postcards to mailing lists (library and community group lists)	
Printing (300 per workshop @ \$350 per set)...	2100
Postage (.37)	666
Food for six workshops @ \$100 each	600
Artists – six @ \$500 each	3000
Art supplies for workshops	
6 workshops @ \$250 each	1500
Materials for library exhibits	
20 frames @ \$20 each	400
12 display boards @ \$10 each	120
digital camera	500
Transportation to and from museum	
6 trips to MAH @ \$600 each	3600
Transportation to Sacramento	
160 miles @ \$.36/mile for two cars	58
+ per diem for four people	100
LSTA Operation Total:	\$15,244

In-Kind -

Processing supplies for books and trunks	200
Television production (City)	
6 ads @\$100 each	600
Donated radio spots (Clear Channel Monterey Bay)	
6 ads @ \$200 each	1200
Printing flyers for 6 workshops	
1000 @ \$.10	600
In-Kind Operation Total:	\$2,600

+ 15% of LSTA indirect cost

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22. On behalf of (library jurisdiction) Watsonville Public Library

I will accept a Library Services and Technology Act grant award of \$25,000 for the California Cultural Crossroad Pilot Program of 2004/05. I agree to the conditions of this award and stipulate that the funds will be used in compliance with the program guidelines. I understand that all funds must be expended by June 30, 2005 or returned to the State Library.

(Signed): Deborah L. Barrow
(Library Director or legally authorized representative)

Name (Printed): Deborah Barrow

Title: Library Director

Library: Watsonville Public Library

Mailing Address: 310 Union Street

City: Watsonville

ZIP+4: 95076-4607

Telephone #: 831.728.6040

Fax #: 831.763.4015

E-mail address: dbarrow@ci.watsonville.ca.us

23. On behalf of (ethnic cultural entity) Museum of Art and History

I verify the entity I represent is interested in trying to establish a joint venture with the library, and will send a representative to the required training session. I also verify I have read the program guidelines and this application for grant funding to the library.

(Signed): Paul Figueroa
(Authorized representative)

Date: 5/27/04

Name (Printed): Paul Figueroa

Title: Executive Director

Name of Entity/Organization: Museum of Art and History

Mailing Address: 705 Front Street

City: Santa Cruz

ZIP+4: 95060-4508

Telephone #: 831.429.1964

Fax #: 831.429.1954

E-mail address: director@santacruzmah.org

The Watsonville Public Library and The Museum of Art & History in Santa Cruz present: Attachment 1.

Monoprint Mania

Saturday, November 15, 2003

At the Watsonville Public Library

Based on the Museum of Art & History's exhibition:
Latin American Graphics: the Evolution of Identity from the Mythical to the Personal

Create a cool monoprint
art piece

Get to know famous Latin
American Artists through
pictures and slides

Have your artwork on display at
the Museum of Art & History!
(during the Latin American Graphics exhibit in January 2004)

+ a free pizza lunch

For 6th through 12th graders

Saturday, November 15, 2003

At the Watsonville Public Library

310 Union Street, Watsonville

10:00 a.m. - 2:00 p.m. (or until your project is finished)

Limited space available.

Sign up in advance at the Main Library's reference desk
for a guaranteed spot.



Antonio Berni, General, Intaglio, 30 1/2 x 22 1/4 inches

On display at the Museum of Art & History's exhibition: Latin
American Graphics: **the Evolution of Identity from the
Mythical to the Personal.**

Free and bilingual

For more info. call: 728.6040

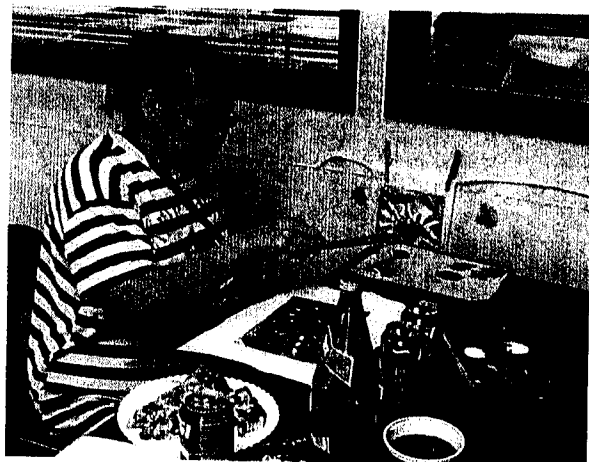
E-mail: mkelly@ci.watsonville.ca.us



Monoprint



Mania



**THE WATSONVILLE PUBLIC LIBRARY (WPL) AND THE MUSEUM OF ART & HISTORY (MAH)
PRESENT A 2-PART SERIES ON POP ART FOR 6TH THROUGH 12TH GRADERS AT
WATSONVILLE PUBLIC LIBRARY, 310 UNION ST., WATSONVILLE, CA**

Attachment 1

POP ART AND BANANA SPLITS

Tuesday, July 13

Learn about the great pop artists and enjoy a
banana split with a cherry on top.
2:00-3:30

WILD BOOKS

Thursday, July 15

Pop Art—be a part of creating a Humungous work of
art that will be on display at the Museum of Art &
History in Santa Cruz. Offered at two times.
12:00-2:00 or 2:30-4:30

FREE!

Art Instructor: Barbara Bailey Porter

Barbara is a landscape painter who teaches at the Academy of Art College in San Francisco and DeAnza College. She recently received an award of merit from the American Women Artist's Fifth Annual Competition Exhibit at Columbine Gallery in Santa Fe, New Mexico.

Sign up or register at the reference desk of either branch:

Main Library
310 Union St.
Watsonville, CA

Freedom Branch
2021 Freedom Blvd.
Freedom, CA

For questions call:

Meghan Kelly

831.728.6040

mkelly@ci.watsonville.ca.us

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